

ORDER



Orders	Order / Rev:	705906
	Alt Order #:	06273453
	Product Desc:	RESTORE OUR FUTURE
	Estimate:	1198
	Flight Dates:	08/14/12 - 08/20/12
	Original Date / Rev:	08/10/12 / 08/20/12
	Order Type:	Political

	WKYC
Primary AE:	Joe Knauer
Sales Office:	T-WAS
Sales Region:	NAT

Agency	Name:	Mentzer Media Services/ POL
	Buying Contact:	
	Billing Contact:	
		600 Fairmount Ave. Suite 306
		Towson, MD 21286

Billing Type:	Cash
Billing Calendar:	Broadcast
Billing Cycle:	EOM/EOC
Agency Commission:	15%

Advertiser	Name:	Restore Our Future
	Demographic:	A35+
	Product Codes:	IS-Candidate/Presidential
	Priority:	P-2
	Revenue Codes:	AGY, GEN, POL

New Business Thru:	
Order Separation:	00:15:00
Advertiser External ID:	
Agency External ID:	

Bill Plan

Start Date	End Date	# Spots	Gross Amount	Net Amount
07/30/12	08/20/12	71	\$102,000.00	\$86,700.00

Totals

Month	# Spots	Gross Amount	Net Amount	Rating
August 2012	71	\$102,000.00	\$86,700.00	0.00
Totals	71	\$102,000.00	\$86,700.00	0.00

Account Executives

Account Executive	Sales Office	Sales Region	Start Date / End Date	Order %
Joe Knauer			Start Of Order - End Of Order	100%

Order Share

Order Share	Share	Total
WKYC	26%	\$102,000.00
Market	100%	\$392,307.69

Competitive Share

Competitive Share	Share	Total
CABLE	0%	\$0.00
WBNX	0%	\$0.00
WEWS	22%	\$86,307.69
WJW	25%	\$98,076.92
WOIO	27%	\$105,923.08
WUAB	0%	\$0.00

[illegible]

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 Estimate: 1198
WKYC

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
E 3	WKYC	08/14/12	08/17/12	M-F 9-10a Today II Today Show II	CM	9a-10a	- TWTF - -	:30	6	\$400.00	P-2	0.00	NM	6	\$2,400.00
2X TU, F 1X WED, TH															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		08/13/12	08/19/12	- TWTF - -	6		\$400.00		0.00						
E 4	WKYC	08/14/12	08/17/12	M-F 5-6p Dr. Phil	CM	5p-6p	- TWTF - -	:30	6	\$750.00	P-2	0.00	NM	6	\$4,500.00
2X TU, F 1X WED, TH															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		08/13/12	08/19/12	- TWTF - -	6		\$750.00		0.00						
E 5	WKYC	08/14/12	08/17/12	M-F 6-630p Channel 3 News at 6p	CM	6p-630p	- TWTF - -	:30	2	\$2,000.00	P-2	0.00	NM	2	\$4,000.00
1X PER DAY															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		08/13/12	08/19/12	- TWTF - -	2		\$2,000.00		0.00						
E 6	WKYC	08/14/12	08/17/12	Nightly News Nightly News	CM	M-Su 6:28p-7p	- TWTF - -	:30	2	\$3,000.00	P-2	0.00	NM	2	\$6,000.00
1X PER DAY															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		08/13/12	08/19/12	- TWTF - -	2		\$3,000.00		0.00						
E 7	WKYC	08/14/12	08/17/12	M-F 7-730p Channel 3 News at 7P	CM	7-730p	- TWTF - -	:30	4	\$1,400.00	P-2	0.00	NM	4	\$5,600.00
1X PER DAY															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		08/13/12	08/19/12	- TWTF - -	4		\$1,400.00		0.00						
E 8	WKYC	08/14/12	08/17/12	Tonight Show Tonight Show	CM	1135p-1237a	- TWTF - -	:30	4	\$850.00	P-2	0.00	NM	4	\$3,400.00
1X PER DAY															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		08/13/12	08/19/12	- TWTF - -	4		\$850.00		0.00						
E 9	WKYC	08/14/12	08/18/12	LN (M-Su) Late News (M-Su)	CM	11P-1135P	- TWTF S -	:30	7	\$2,800.00	P-2	0.00	NM	7	\$19,600.00
2X TUE, F 1X W-TH, SA															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		08/13/12	08/19/12	- TWTF S -	7		\$2,800.00		0.00						
E 10	WKYC	08/15/12	08/15/12	Wed Prime C Wed Prime C	CM	10-11p	- - W - - -	:30	1	\$4,500.00	P-2	0.00	NM	1	\$4,500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		08/13/12	08/19/12	- - W - - -	1		\$4,500.00		0.00						
E 11	WKYC	08/16/12	08/16/12	Thu Prime C Thu Prime C	CM	10-11p	- - - T - - -	:30	1	\$3,400.00	P-2	0.00	NM	2	\$3,400.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		08/13/12	08/19/12	- - - T - - -	1		\$3,400.00		0.00						
<u>Spot</u>		<u>Ch</u>	<u>Date Range</u>	<u>Description</u>	<u>Start/End Time</u>		<u>Weekdays</u>	<u>Length</u>	<u>Rate</u>	<u>Rtg</u>	<u>Type</u>				
1		NKYC	08/13/12-08/19/12	Thu Prime C	10-11p		- - - Th - - - -	:30	(\$3,400.00)	0.00	NM				
See MG 11.2															
2		NKYC	08/13/12-08/19/12	Browns Pre-Season Football	Browns Pre-Seaso		- - - Th - - - -	:30	(\$3,400.00)	0.00	NM				
Ⓜ See MG 11.3, 11.4															
[logs closed...per LP]															
3		NKYC	08/20/12-08/20/12	M-F 6-630p	6p-630p		M - - - - - - -	:30	\$2,000.00	0.00	NM				
Ⓜ MG for 11.2 08/16															
4		NKYC	08/20/12-08/20/12	M-F 7-730p	7-730p		M - - - - - - -	:30	\$1,400.00	0.00	NM				
Ⓜ MG for 11.2 08/16															
E 12	WKYC	08/17/12	08/17/12	Fri Prime C Fri Prime C	CM	10-11p	- - - - F - -	:30	1	\$4,000.00	P-2	0.00	NM	1	\$4,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		08/13/12	08/19/12	- - - - F - -	1		\$4,000.00		0.00						
E 13	WKYC	08/18/12	08/18/12	SAT TDY NBC Today Show (Sa)	CM	7a-9a	- - - - - S -	:30	2	\$900.00	P-2	0.00	NM	2	\$1,800.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						

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WKYC

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount	
E 13	WKYC	08/18/12	08/18/12	SAT TDY NBC Today Show (Sa)	CM	7a-9a	-----S-	:30	2	\$900.00	P-2	0.00	NM	2	\$1,800.00	
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>					
	Week:	08/13/12	08/19/12	-----S-		2			\$900.00		0.00					
E 14	WKYC	08/18/12	08/18/12	Sat 730-8p Sat 730-8P	CM	730-8p	-----S-	:30	1	\$500.00	P-2	0.00	NM	1	\$500.00	
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>					
	Week:	08/13/12	08/19/12	-----S-		1			\$500.00		0.00					
E 15	WKYC	08/18/12	08/18/12	Sat Prime B Sat Prime B	CM	9-10p	-----S-	:30	2	\$1,400.00	P-2	0.00	NM	2	\$2,800.00	
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>					
	Week:	08/13/12	08/19/12	-----S-		2			\$1,400.00		0.00					
	<u>Spot</u>	<u>Ch</u>	<u>Date Range</u>	<u>Description</u>		<u>Start/End Time</u>	<u>Weekdays</u>	<u>Length</u>		<u>Rate</u>		<u>Rtg</u>	<u>Type</u>			
	1	NKYC	08/13/12-08/19/12	Sat Prime B		9-10p	-----Sa--	:30		(\$1,400.00)		0.00	NM			
	See MG 15.3,15.4															
	2	NKYC	08/13/12-08/19/12	Sat Prime B		9-10p	-----Sa--	:30		(\$1,400.00)		0.00	NM			
	See MG 15.3,15.4															
	3	NKYC	08/13/12-08/19/12	Sat Prime Other		Various	-----Sa--	:30		\$1,400.00		0.00	NM			
	Ⓜ MG for 15.2,15.1 [program change]															
	4	NKYC	08/13/12-08/19/12	Sat Prime Other		Various	-----Sa--	:30		\$1,400.00		0.00	NM			
	Ⓜ MG for 15.2,15.1 [program change]															
E 16	WKYC	08/18/12	08/19/12	SS 9-1030a Channel 3 News 9am Sa/Su	CM	9a-1030a Sa/Su	-----SS	:30	2	\$850.00	P-2	0.00	NM	2	\$1,700.00	
	1X PER DAY															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>					
	Week:	08/13/12	08/19/12	-----SS		2			\$850.00		0.00					
E 17	WKYC	08/18/12	08/18/12	Sat 6-630p Channel 3 News at 6P SAT	CM	6-630p	-----S-	:30	1	\$2,000.00	P-2	0.00	NM	1	\$2,000.00	
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>					
	Week:	08/13/12	08/19/12	-----S-		1			\$2,000.00		0.00					
E 18	WKYC	08/19/12	08/19/12	SUN TDY NBC Today Show (Su)	CM	8a-9a	-----S	:30	1	\$850.00	P-2	0.00	NM	1	\$850.00	
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>					
	Week:	08/13/12	08/19/12	-----S		1			\$850.00		0.00					
E 19	WKYC	08/19/12	08/19/12	Meet the Press Meet the Press	CM	1030a-1130a	-----S	:30	1	\$2,500.00	P-2	0.00	NM	1	\$2,500.00	
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>					
	Week:	08/13/12	08/19/12	-----S		1			\$2,500.00		0.00					
E 20	WKYC	08/19/12	08/19/12	Su 12-1230p Channel 3 News at Noon Su	CM	12-1230p /Su	-----S	:30	1	\$250.00	P-2	0.00	NM	1	\$250.00	
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>					
	Week:	08/13/12	08/19/12	-----S		1			\$250.00		0.00					
E 21	WKYC	08/20/12	08/20/12	M-F 6-7a Channel 3 News Today @ 6AM	CM	6a-7a	M-----	:30	2	\$1,000.00	P-2	0.00	NM	2	\$2,000.00	
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>					
	Week:	08/20/12	08/26/12	M-----		2			\$1,000.00		0.00					
E 22	WKYC	08/20/12	08/20/12	M-F 7-9a Today Today Show	CM	7a-9a	M-----	:30	1	\$1,000.00	P-2	0.00	NM	1	\$1,000.00	
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>					
	Week:	08/20/12	08/26/12	M-----		1			\$1,000.00		0.00					
E 23	WKYC	08/20/12	08/20/12	M-F 9-10a Today II Today Show II	CM	9a-10a	M-----	:30	2	\$400.00	P-2	0.00	NM	2	\$800.00	
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>					
	Week:	08/20/12	08/26/12	M-----		2			\$400.00		0.00					
E 24	WKYC	08/20/12	08/20/12	M-F 5-6p Dr. Phil	CM	5p-6p	M-----	:30	1	\$750.00	P-2	0.00	NM	1	\$750.00	
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>					

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WKYC

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
E 24	WKYC	08/20/12	08/20/12	M-F 5-6p Dr. Phil	CM	5p-6p	M-----	:30	1	\$750.00	P-2	0.00	NM	1	\$750.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>				
	Week:	08/20/12	08/26/12	M-----		1			\$750.00		0.00				
E 25	WKYC	08/20/12	08/20/12	M-F 6-630p Channel 3 News at 6p	CM	6p-630p	M-----	:30	1	\$2,000.00	P-2	0.00	NM	1	\$2,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>				
	Week:	08/20/12	08/26/12	M-----		1			\$2,000.00		0.00				
E 26	WKYC	08/20/12	08/20/12	Nightly News Nightly News	CM	M-Su 6:28p-7p	M-----	:30	1	\$3,000.00	P-2	0.00	NM	1	\$3,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>				
	Week:	08/20/12	08/26/12	M-----		1			\$3,000.00		0.00				
E 27	WKYC	08/20/12	08/20/12	M-F 7-730p Channel 3 News at 7P	CM	7-730p	M-----	:30	1	\$1,400.00	P-2	0.00	NM	1	\$1,400.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>				
	Week:	08/20/12	08/26/12	M-----		1			\$1,400.00		0.00				
E 28	WKYC	08/20/12	08/20/12	Tonight Show Tonight Show	CM	1135p-1237a	M-----	:30	1	\$850.00	P-2	0.00	NM	1	\$850.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>				
	Week:	08/20/12	08/26/12	M-----		1			\$850.00		0.00				
E 29	WKYC	08/20/12	08/20/12	LN (M-Su) Late News (M-Su)	CM	11P-1135P	M-----	:30	1	\$2,800.00	P-2	0.00	NM	1	\$2,800.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>				
	Week:	08/20/12	08/26/12	M-----		1			\$2,800.00		0.00				
E 30	WKYC	08/20/12	08/20/12	Mon Prime C Mon Prime C	CM	10-11p	M-----	:30	2	\$2,800.00	P-2	0.00	NM	2	\$5,600.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>				
	Week:	08/20/12	08/26/12	M-----		2			\$2,800.00		0.00				
Totals													71	\$102,000.00	